SELECT MENTHOL
NEW YORK METRO-BROOKLYN

WHY?

TO MAKE MONEY!!

NEWPORT BOX IS THE MENTHOL BRAND IN NEW YORK AND IS THE NUMBER 1 BRAND IN MANY OF MY RETAIL CALLS.

NEW YORK IS A HIGHLY OVERDEVELOPED MENTHOL MARKET.

A SUCCESSFUL MENTHOL INTRODUCTION HERE, HAS MORE TO GAIN BY CANNIBALIZING OUR MENTHOL BRANDS LESS THAN THE COMPETITION AND EVEN GETTING 10% OF NEWPORT BOX SHARE IN NEW YORK IS A VERY BIG NUMBER.

RJR HAS NOT GIVEN US A BRAND TO COMPETE WITH NEWPORT IN A BOX. SALEM BOX DOES NOT DO IT AND BECAUSE MY DIVISION HAS THE HIGHEST FULL PRICE SHARE OF BUSINESS IN THE COUNTRY, MENTHOL SAVINGS BRAND BOX STYLES DON'T EITHER.

AGGRESSIVE SELLING, AN EXCELLENT PRODUCT, THE LONG TERM EMPHASIS ON DISPLAY/ ADVERTISING/ PROMOTION OF **WINSTON SELECT** HAS CREATED AN AWARENESS AND EXCITEMENT ABOUT THIS BRAND THAT GIVES US AN OPPORTUNITY TO BUILD ON.

MANAGEMENT AND THE SALES FORCE BELIEVE IN SELECT.

WHAT?

WE NEED FULL FLAVOR BOX AND LIGHT BOX KING SIZE TO BEGIN WITH.

WE NEED HIGHLY IMPACTFUL PACKAGING WITH A RICHNESS OF COLOR LIKE SELECT FULL FLAVOR. WE DON'T NEED ANYTHING THAT RESEMBLES SALEM.

WE NEED A COMMITMENT BY EXECUTIVE MANAGEMENT TO SUPPORT THE BRAND LONG TERM WITH THE SAME SUPPORT SHOWN SELECT FULL FLAVOR.

WE NEED BRAND SPECIFIC TEMPORARY DISPLAYS (SUGGEST 2 CARTON FOR LOW VOLUME CALLS AND 3/4 CARTON) FROM THE BEGINNING TO ENABLE WHOLESALERS TO HELP DRIVE DISTRIBUTION WITH DPC/VAP PROGRAMS.

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Source: https://www.industrydocuments.ucsf.edu/docs/tnbp0000

WE NEED SUSTAINED B1G1Fs AND PRICE REDUCTION BUDGET MONIES, A LARGE ALLOCATION OF POS/PDI **AND COMPARATIVE ADVERTISING!**

HOW?

THIS WILL BE THE FIRST INTRODUCTION IN NEW YORK THAT TAKES PLACE WITH NO CAR STOCK!!

WITH A SINGLE MINDED FOCUS TO GET THIS BRAND TO THE ATTENTION AND TRIAL OF NEWPORT BOX SMOKERS OVER AN EXTENDED PERIOD OF TIME BY OUR SALES FORCE AND WHOLESALERS.

WITH THE SALES FORCE COMMITTMENT TO PREBOOK, DISPLAY AND ADVERTISE THIS BRAND LIKE NO OTHER INTRODUCTION IN COMPANY HISTORY. **FLOOD** THE MARKET WITH SELECT. CREATE A NEW MENTHOL EXCITEMENT AND GIVE OUR COMPETITION A RJR BRAND THAT TAKES THEIR SMOKERS AND PROFITS AWAY.

WITH EXCELLENT WHOLESALER INCENTIVES TO DRIVE DISTRIBUTION (ESPECIALLY INTO LOW VOLUME CALLS).

WITH WHOLESALER DISPLAYS COUPLED WITH ADVERTISING TO IMPACT STREET PRESENCE FOR DPC ACCOUNTS.

WITH TOTAL FAITH IN THE BEST SALES FORCE ON THE PLANET TO MAKE IT HAPPEN!!!

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